

Justification Letter

**To: City of Las Vegas Planning and Development
731 S. Fourth Street
Las Vegas, N.V. 89101**

**Re: World KIA
5600 W. Sahara
Las Vegas, N.V. 89146**

Planning and Development Staff,

This letter is to provide justification to increase the size of a pylon sign to 55' located in a Commercial Zone which allows 40' OAH.

Visible identification is vital to any business, especially in the competitive world of automobile sales. With that being said, signs are the answer, for that desired recognition. This is no more evident than on W. Sahara where one dealership after another strives to capture the attention of prospective buyers. Signs, one after another, can routinely be found in every size, shape, and color along this commercial corridor to bring buyers to a particular business.

What we are asking for is nothing "out of the norm"; we simply want the identification that will attract attention.

In Summary, we respectfully ask that Planning and Development and its staff grant the ability to raise the maximum sign height on this project to 55'.

Thank You for your consideration on this matter.

Sincerely Yours


Mark Whitehouse

**VAR-13201
06-08-06 PC**

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